AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (Currently Amended) A method comprising:

receiving primary content data at a set-top system from an external source, the primary content data encoding a video content program and including at least one ~~tag value, the tag value indicating a~~ time value within the duration of the video content program ~~and,~~ the time value identifying a portion of subsidiary data as being associated with and to be displayed during a time segment of the primary content data, the primary content data to be displayed over a plurality of time segments <u>and the primary data being transmitted separately from the subsidiary data</u>;

accessing a storage storing a plurality of subsidiary data, including the identified subsidiary data, and retrieving the portion of subsidiary data based on the ~~tag~~ time value <u>received with the primary content data</u>; and

generating an output signal including the primary content data and the identified subsidiary data for display, with the identified subsidiary data being displayed concurrently with the primary content data during the time segment.

2.   (Previously Presented) The method of claim 1, further comprising:

receiving the identified subsidiary data from the external source prior to beginning receipt of the primary content data; and

storing the identified subsidiary data locally in the storage.

3.   (Previously Presented) The method of claim 2, wherein receiving the identified subsidiary data comprises obtaining the identified subsidiary data from a local nonvolatile storage medium of the set-top system.

4.-5.   (Cancelled)

6.   (Original) The method of claim 1, wherein the primary content data comprises data of at least one of a television broadcast, a digital satellite broadcast, an Internet broadcast, and an audio-only broadcast.

7.   (Previously Presented) The method of claim 1, further comprising determining the identity of the primary content data currently displayed via reading an identifier included with the primary content data.

8.   (Cancelled)

9.   (Previously Presented) The method of claim 1, further comprising retrieving the identified subsidiary data from a remote server.

10.   (Previously Presented) The method of claim 1, wherein the identified subsidiary data comprises at least one of reference information regarding a program of the primary content data, biographical information regarding actors, guests or participants of a program of the primary content data.

11.-12. (Cancelled)

13.   (Currently Amended) A machine-readable medium having stored thereon programming instructions comprising:
        instructions to receive primary content data at the set-top system from an external source, the primary content data corresponding to a video content program and including at least one ~~tag value, the tag value identifying a~~ time value for the video content program ~~and~~, the time value identifying a portion of subsidiary data to be displayed during a time segment of the primary content data, the primary content data to be displayed over a plurality of time segments, the primary data being transmitted separately from subsidiary data;

instructions to access a storage storing a plurality of subsidiary data, including the portion of subsidiary data, and retrieve the identified subsidiary data based on the ~~tag~~ time value received with the primary content data; and

instructions to generate an output signal including the primary content data and the identified subsidiary data for displaying, with the identified subsidiary data being displayed concurrently with the primary content data during the time segment.

14. (Previously Presented) The machine-readable medium of claim 13, wherein the instructions are further configured to cause the set-top system to

store the identified subsidiary data locally in the set-top system.

15. (Previously Presented) The machine-readable medium of claim 14, wherein the instructions are further configured to cause the set-top system to obtain the identified subsidiary data from a local nonvolatile storage medium.

16.-17. (Cancelled)

18. (Previously Presented) The machine-readable medium of claim 13, wherein the instructions are further configured to cause the set-top system to read an identifier associated with the primary content data to identify the primary content data.

19. (Cancelled)

20. (Previously Presented) The machine-readable medium of claim 13, wherein the instructions are further configured to cause the set-top system to retrieve the identified subsidiary data from a remote server.

21. (Previously Presented) The machine-readable medium of claim 13, wherein the identified subsidiary data comprises at least one of reference information regarding a program of the primary content data, biographical information regarding the actors, guests or participants of a program of the primary content data.

22.   (Previously Presented) The machine-readable medium of claim 18, wherein the instructions for reading the identifier are performed in response to a change in the primary content data currently displayed.

23.-25. (Cancelled)

26.   (Previously Presented) The entertainment system of claim 32, wherein the storage device comprises a local nonvolatile storage medium.

27.-28. (Cancelled)

29.   (Previously Presented) The entertainment system of claim 32, wherein the storage database includes an identification of a remote server from which subsidiary data may be retrieved and wherein the controller is to request retrieval of the subsidiary data from the identified remote server.

30.   (Previously Presented) The entertainment system of claim 32, wherein the identified subsidiary data comprises at least one of reference information regarding a program of the primary content data, biographical information regarding the actors, guests or participants of a program of the primary content data.

31.   (Previously Presented) The entertainment system of claim 32, wherein the controller is to determine the identity of the primary content data in response to a change in the primary content data currently displayed.

32.   (Currently Amended) An entertainment system comprising:
          a data receiver to receive primary content data from an external source, the primary content data including at least one ~~tag~~ time value, ~~the tag value indicating a time value and~~ identifying a portion of subsidiary data associated with the primary content data, the display of the portion of subsidiary data being synchronized with the

display of the primary content data using at least the time value ~~identified by the tag value~~, the primary content data to be displayed over a plurality of time segments <u>and the primary data transmitted separately from the subsidiary data</u>;

a storage database to store a plurality of subsidiary data supplemental to the primary content data received from the external source prior to receipt of the primary content data, the plurality of subsidiary data including the identified subsidiary data; and

a controller coupled to the data receiver and the storage database to retrieve the identified subsidiary data based on the ~~tag~~ <u>time</u> value <u>received with the primary content data</u>, with the identified subsidiary data to be displayed concurrently with the primary content data during the time segment.

33.   (Previously Presented) The entertainment system of claim 32 further comprising a second controller coupled to the controller to combine the primary content data with the identified subsidiary data and forward the combined data to a display.

34.   (Previously Presented) The entertainment system of claim 32 wherein the controller is further configured to receive and store the identified subsidiary data in the storage database.

35.   (Previously Presented) The entertainment system of claim 32 wherein the controller is to allow a user to interact with the storage database.

36.   (Previously Presented) The entertainment system of claim 32 wherein the controller is to allow a user to access a programming guide.

37.   (Previously Presented) The entertainment system of claim 32 wherein the controller is to allow a user to toggle enablement of the subsidiary data.

38. – 43.   (Cancelled)